

**Fitchburg Access
Community Television
FACTv
2019 Annual Report**



Table of Contents

Letter from the Community Media Services Manager3

FACTv Community Outreach.4

 Channels & Outlets4

 Online Access5

 Roku & Apple TV6

 Live Remote Broadcasting7

 Social Media8

 Website11

 Community News12

 Classes & Resident Services13

Fitchburg Access Community Television- FACTv14

 Programming14

 Talking Fitchburg18

 Community Partners22

 FACTv Staff25

City of Fitchburg Departmental Services26

FACTv Continuing Coverage.34

Letter from the Community Media Services Manager

What is FACTv? A question that I have been working on since I arrived in 2010. Nine years later, I can tell you that FACTv has become a crucial part of the City of Fitchburg's day-to-day operations. Serving the community at large, helping every department in so many different ways, and providing access to local government and community information; that is what FACTv is all about! We have come a long way over the years and as you read this report for 2019, you will see how our department has become an instrumental part of our local government.

It was another busy year for us at FACTv. We completed 658 productions in 2019! This breaks down to an average of 160 productions each month, not including our daily newscast, *Talking Fitchburg*! Adding to our productions this year, we were able to deliver some of our news coverage live with a new tool called Comrex. This device allowed us to broadcast live from most parts of the city, including high school sports, groundbreaking & ribbon cuttings, and breaking news as it is happening.

As we reviewed our programming schedule against our goals to reach our residents, we added two new programs to our schedule; *Fitchburg Morning* and *PM Fitchburg*. *Fitchburg Morning* hit the airwaves in January, providing viewers a quick news update at the top and bottom of the hour, along with playbacks of recent stories aired on *Talking Fitchburg*. *PM Fitchburg* would hit the airwaves in June. Residents received up-to-date information on their community through seven-and-a-half hours of current events each weekday by watching *Talking Fitchburg*, *Fitchburg Morning*, and *PM Fitchburg*. This helped us continue to put out new and relevant content for the residents of our the City of Fitchburg.

Also new for our department this year, we added Spanish programming to our lineup. This has been one of my goals for our department and that took shape in the form of a Spanish newscast called *Descubriendo Contigo- Noticias Y Recursos En Espanol* (translation: *Discovering With You- News and Resources in Spanish*). I believe that local community news is very important for our residents. That being said, we are now reaching more of our residents in this community than ever before!

I am also happy to report that starting in 2019 we were able to broadcast our city's stations over Apple TV and Roku platforms, adding to the already long list of FACTv's media outlets. Broadcasting to these two common streaming services is both free for our residents to watch and are displayed in high-definition... which our cable TV providers do not offer us at this time. We hear a lot of people say "I don't have cable, so can I even watch FACTv?". Since 2010, we have been offering many different ways to watch FACTv without depending on cable and as new platforms are developed, we will continue to work to bring those options to our residents so they have easy access to FACTv.

Building off what we have been working on for years, we are beginning to see our efforts pay off in many ways. As we move forward, we will continue to evolve our stations to reflect the changing times around us. We are providing rare, hyper-local access that is so important to the residents of Fitchburg with our unique, diverse, and growing community!

Jeremy Crosby
Community Media Services Manager

FACTv Community Outreach

FACTv's funding comes from franchise fees. **Wisconsin's State Cable Franchise Law 2007 Act 42 as amended in 2019** Act 42 froze certain local franchise provisions as they existed prior to January 9, 2008 specifically: The franchise fee percentage a city was collecting from cable television operators in 2007 remained the same unless no fee had been collected. Then a municipality could institute up to a 5% franchise fee on video gross revenues—called a “video service provider (VSP) fee.”

2019 change: VSP fees, which are capped at 5% in federal law, are now capped at 4% in state law beginning in 2021. The cap is phased in over two years. In 2020, the cap is 4.5%. All municipalities lose 1% point of video gross revenues beginning in 2021. So if a municipality assessed a 3% fee on VSPs in 2007, it will be a 2% fee in 2021. The law makes up for the loss in revenue from Video Service Providers by replacing it with a subsidy from the State of Wisconsin. \$5 million was set aside in the 2019-2020 budget to subsidize the loss in revenue to municipalities.

Channels & Outlets

Fitchburg Access Community Television- FACTv is made up of three channels; broadcasting 24/7/365



Cable TV providers in the City of Fitchburg

AT&T U-Verse

Media Channel F1- Ch. 99

Community Channel F2- Ch. 99

Government Channel F3- Ch. 99



Spectrum

Media Channel F1- Ch. 987

Community Channel F2- Ch. 985

Government Channel F3- Ch. 986



TDS TV

Media Channel F1- Ch. 6

Community Channel F2- Ch. 7

Government Channel F3- Ch. 8

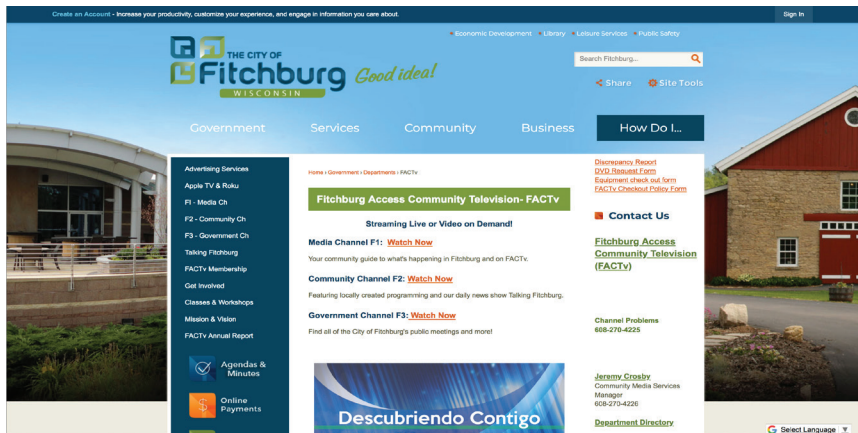


Cable TV Provider Facts

1. Our providers do not offer FACTv any HD broadcasting options.
2. FACTv has no control over signal quality, video image, or sound.
3. Our providers do not offer ANY viewership information.

Online Access

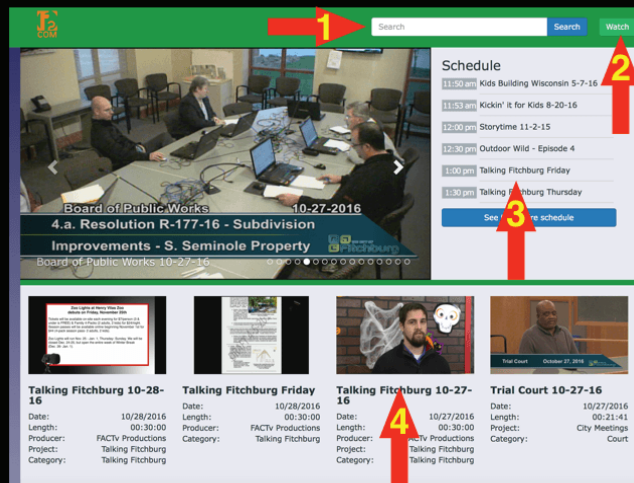
Cable TV is not the only way you can watch FACTv. In fact, you can watch FACTv from anywhere that has a internet connection! We have been broadcasting online since 2010.



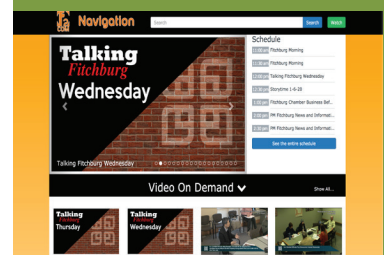
www.fitchburgwi.gov/FACTv

How to use FACTv's Video on Demand & Live Streaming

1. Search for any show
2. Watch- Live Stream of FACTv
3. Today's Live Streaming & TV Schedule
4. Choose from any show that you want to watch



Media Channel-F1



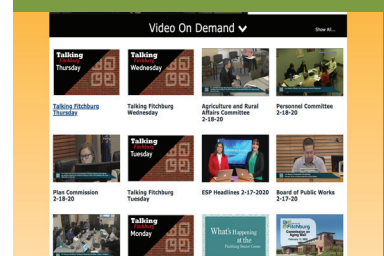
COM Channel-F2



GOV Channel-F3



Live Streaming



Video on Demand- VOD

FACTv Community Outreach

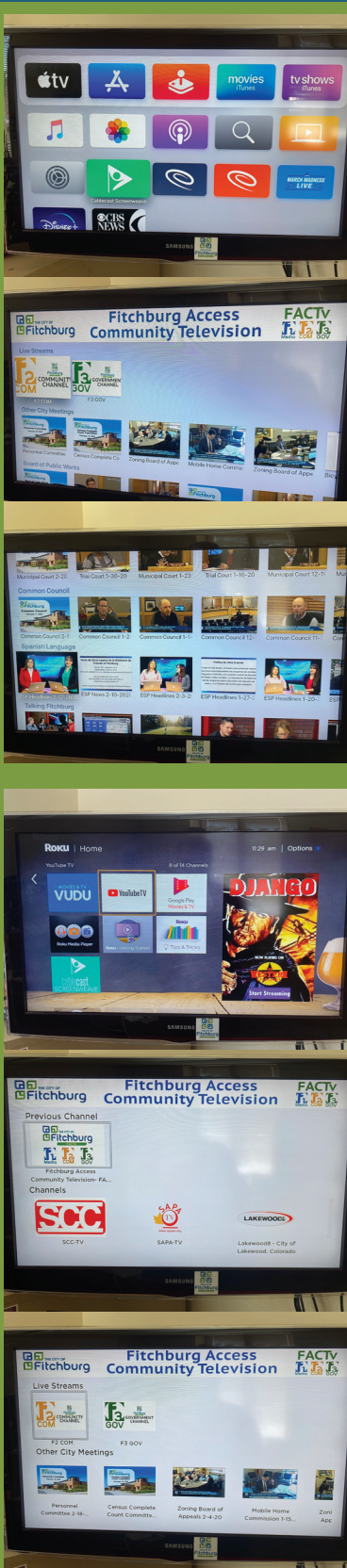
Apple TV & Roku

Starting in 2019, we began to broadcast to over-the-top systems (OTTs) Apple TV and Roku. These streaming services allow residents who may not have cable TV service, but do have internet, the ability to access our programming. We are streaming our Community Channel F2 and Government Channel F3 through these devices. Along with watching our programming live, these services also offer video-on-demand (VOD) capabilities for residents to watch any of our recent programs anytime. While residents have to pay for the actual OTT device and services, downloading the Cablecast Screenweave app and watching our programming are free of charge. Our channels are broadcast in high definition through these devices, which is unavailable through any of our cable TV providers.



**Add Our
Channel Today!**

**Broadcasting
Now On
Roku®
Apple TV**



Live Remote Broadcasting

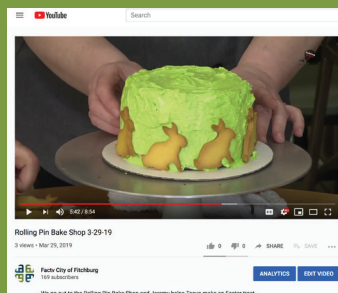
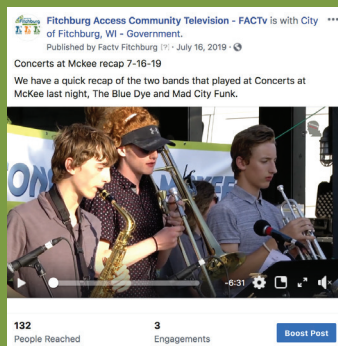
Also starting at the beginning of the year, we began providing residents with live remote broadcasts from around our city. With the purchase of our Comrex system in late 2018, we produced live coverage of breaking local news stories, ribbon cuttings and groundbreakings, as well as live sports coverage from Verona High School. This allows us to bring our residents along to places they may not otherwise see or be able to come out to visit. This technology, along with the construction of a new workspace in our SUV, allowed us to have a mobile workstation to provide live coverage of events from anywhere in the City.



FACTv Community Outreach

Social Media

We continued to employ Facebook and YouTube as our main social media outlets throughout the year. Using social media is a great way to maintain contact with our residents. We can share FACTv content and that of other city departments that we might not otherwise be able to do in any other way. For the departments who do use social media, we make sure to either tag them in a post or share their pages through our social media sites. This helps get the message out to more residents in a different way.



Fitchburg Access Community Television - FACTv

Charter Channels:	987	985	986
TDS Channels:	6	7	8
AT&T Channels:	99	99	99

Home About Photos Videos Events Livestream Posts Services Shop Groups Notes Offers Jobs Community

Create Live Event Offer Job

Write a post...

Photos/Video Feeling/Activ... Check in

Reach People Nearby
Set your location and reach customers in your area

Get More Page Likes
Help people find and like your Page

Today's Guest
REACH-A-CHILD

Our Story
FACTv is a Public, Education, and Government access television center offering community members the...
Finish your story to tell people more about your business.

912 followers
28 were here this week



Fitchburg
Good idea!

FACTv City of Fitchburg
169 subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads PLAY ALL

Talking Fitchburg Headlines 02-18-2020
Talking Fitchburg Headlines 2-17-2020
No views · 21 hours ago

DATCP Tax Identity Theft 2-18-2020
2 views · 21 hours ago

Fitchburg, WI Resource Conservation Commission...
No views · 1 day ago

Fitchburg, WI Board of Public Works Meeting 2-17-2020
No views · 1 day ago

Talking Fitchburg Headlines 02-17-2020
Talking Fitchburg Headlines 2-17-2020
No views · 1 day ago

Popular uploads PLAY ALL

Facebook

Facebook allows us to not only share our content, but also allows us to share news from other departments, other area news, and more resources for our residents.

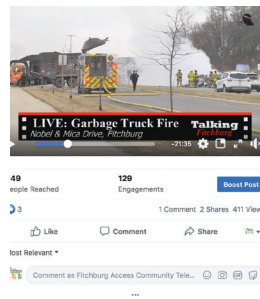
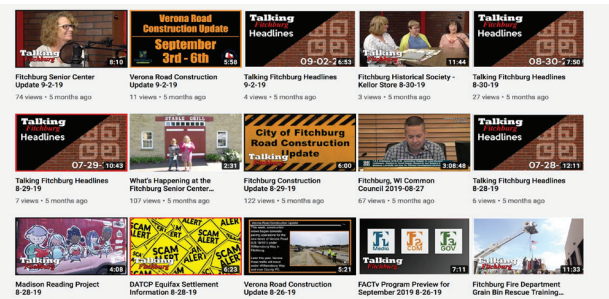
Here are the numbers:

-772 videos uploaded

-Minutes viewed: 72.3k (Up 78.4%)

-3 sec. viewed: 108.7K (Up 42.7%)

-Likes: Jan. 1 (518) – Dec. 31 (788) = 270 new likes in 2019!



Facebook Analytics 2019

ENGAGED	Percent	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
Women	64%	3	13	16	12	11	9
Men	36%	3	7	9	8	6	3

Madison: 165
Fitchburg: 13
Verona: 7
Oregon: 4

FANS	Percent	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
Women	60%	2	14	21	10	7	6
Men	40%	3	11	12	9	3	3

Madison: 407
Fitchburg: 31
Verona: 14
Oregon: 12

FOLLOWING	Percent	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
Women	59%	2	14	21	10	7	6
Men	40%	3	10	11	8	4	3

Madison: 432
Fitchburg: 36
Verona: 17
Oregon: 16

REACH	Percent	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
Women	59%	3	16	19	10	6	4
Men	40%	3	11	11	7	4	3

Madison: 3,010
Fitchburg: 166
Verona: 103
Oregon: 108



FACTv Community Outreach

Reach-

-Impressions: 232.9K Up 56%

-Views: 25.7K Up 56%

Traffic Source-

-External: 47.7%

-YouTube search: 18.7%

Playlists-

-*Talking Fitchburg*

Headlines: 17.7%

-*Verona Road Construction Update*: 11.5%

-*What's Happening at the Fitchburg Senior Center*: 1.7%

Audience-

Not subscribed: 92.8%

Subscribed: 7.2%

Gender-

-Male 97.9%

-Female: 2.1%

-Age: 18-24

Devices-

Mobile Phone

435 hours watch time

Views: 13,578,

Average view duration: 1:55

Computer-

272 watch time

6,676 views

2:26 avg. view duration

Tablet-

79.9 watch time hours

4,432 views

1:04 average view duration

TV-

44.7 watch time

601 views,

4:27 avg. watch duration

Game Console

23.5 watch time

403 views,

3:30 avg. view duration

YouTube

Our YouTube page continued to offer more ways for us to get our content and the city's information out to residents. Starting in late 2019, we began to upload selected city government meetings, and began uploading all meetings in early 2020.

Here are the numbers:

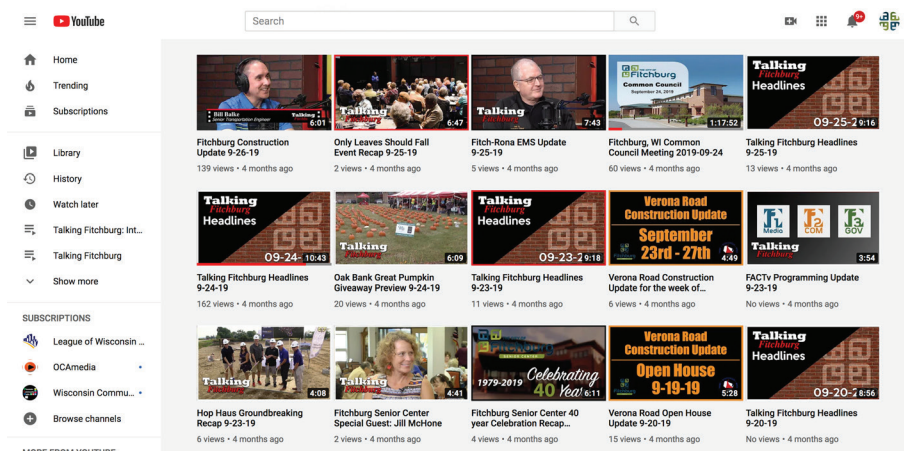
Videos uploaded: 637

Views: 25.7K

Watch time (hours): 855.4- up 9%

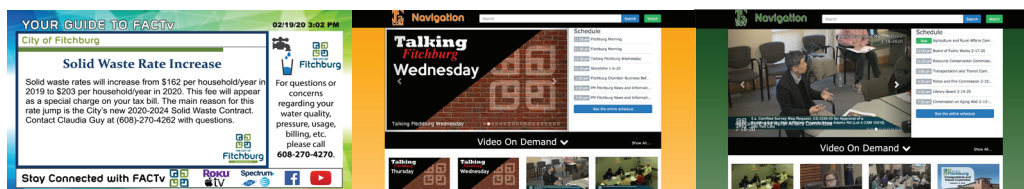
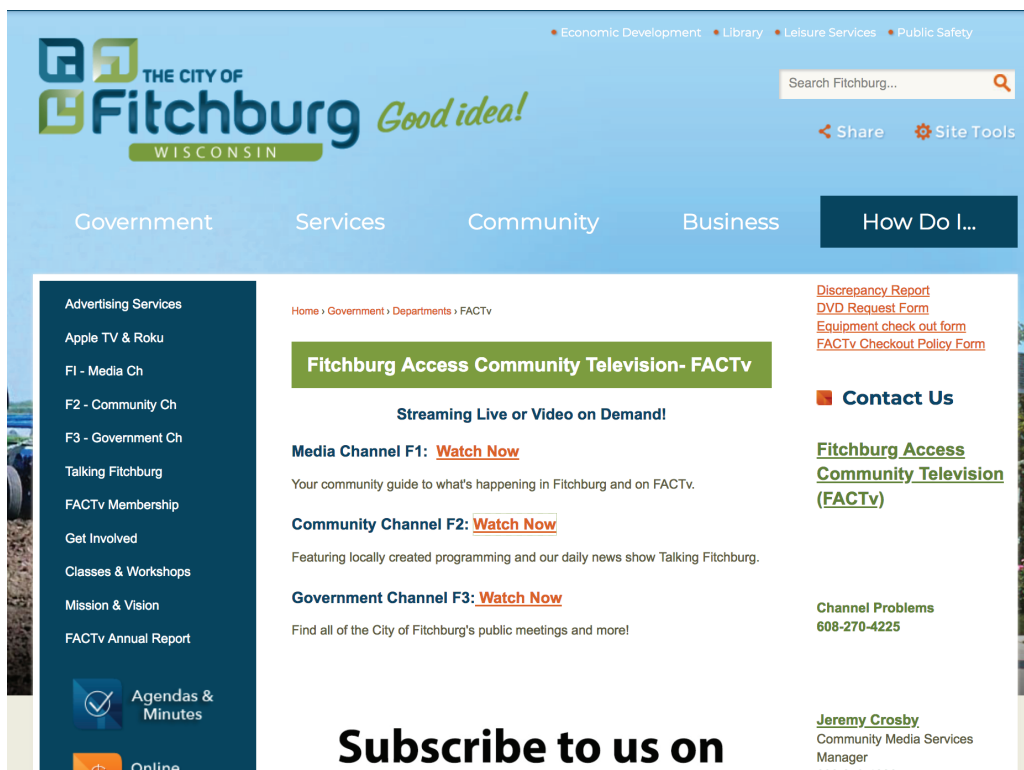
Average view duration: 1:59

New subscribers 2019: 61



Website

The city website is an important tool for FACTv. Our site not only has information about our department, it is also a portal to our three channels and video-on-demand service.



Website Stats:

(May 29th- Dec 31)

Top page views:

- Watch live GOV- 2,143 (18%), 1:03 average time on page
- Watch live COM- 1,717 (14%), 2:17 average time on page
- Schedule page GOV- 628 (5.31%), :26 average time on page
- Schedule page COM- 302 (2.56%), :25 average time on page

Visitors:

- 22.8% returning visitors
- 77.2% new visitors
- 1,892 users
- 1,895 new users
- 3,586 sessions
- 11,818 page views
- 3.30 pages per session
- 2:49 avg. session

Demographics:

- Age 18-24- 6.81%
- Age 25-34- 19.76%
- Age 35-44- 23.17%
- Age 45-54- 21.64%
- Age 55-64- 16.87%
- Age 65+- 11.75%
- Women- 51.6%
- Men- 48.4%

FACTv Community Outreach



Community News

Community news has taken over FACTv in recent years. After starting *Talking Fitchburg*, we have had success reaching residents through providing up-to-date information about their community. But we were not reaching everyone, so starting early in 2019 we developed a Spanish news show. This show works just like *Talking Fitchburg* but in Spanish to help us reach our goal of providing access to everyone in the community.



Classes & Resident Services

Due to a reduced interest level, this year we took a different direction with our education outreach. While we did hold some classes for the Fitchburg Senior Center, we did not hold our normal summer classes through our facility or the Fitchburg Public Library. We also offered up one on one sessions for people interested in apple products help.

Fitchburg Senior Center Classes

January 13th- Apple iPhone & iPad Class

January 31st- Apple iPhone & iPad Class

April 22nd- Apple iPhone & iPad Class

One on One Help Sessions

Throughout the year, our staff took appointments from the Senior Center regarding Apple computers, phones, and tablets. We enjoyed working with everyone who engaged with us and were able to answer many questions from residents all year long.

Other Revenue Areas

Did you know that FACTv offers production services for hire? We offer to businesses and individuals advertising spots, DVD copies, and memberships. We have local area businesses that took advantage of our services and you can too! We worked on 11 paid projects that totaled \$6,475.00. Our production services grand total was \$7,209.05.



Apple Product Help & Classes



Local Producers & Members of FACTv



Fitchburg Access Community Television- FACTv

Carousel - Community Bulletin Board

411 graphics created for Carousel
Implemented new graphic design for Carousel 2019

Carousel is now being used on the COM Channel F2 starting in Oct. 2019

#4038- Media Channel starting in Oct. 2019 runs 2445 TRT 1:00 min

#4039- Media Channel starting in Oct. 2019 runs 2494 TRT 1:00 Min



Programming

Media Channel- F1

The Media Channel F1 is our community bulletin board. We post upcoming city events, government events, local news, department news & events, safety information and of course a TV guide to what is playing on our other two channels.

YOUR GUIDE TO FACTv

SAFER ROADS START WITH YOU

PRACTICE SAFE WINTER DRIVING

TURN ON YOUR HEADLIGHTS
THEY ARE REQUIRED BY LAW IN LOW VISIBILITY. SEE AND BE SEEN.

DRIVE SLOW

STAY ALERT & LEAVE ROOM
STAY ALERT FOR EMERGENCY VEHICLES & TOW TRUCKS AND GIVE PLOWS ROOM TO WORK.

CLEAR SNOW FROM YOUR CAR
AND NOT JUST A PATCH ON YOUR WINDSHIELD. DON'T FORGET TO CLEAR SNOW FROM YOUR LIGHTS.

IN ICE & SNOW

SLOOOOW DOWN
GIVE YOURSELF EXTRA TRAVEL TIME AND FOLLOWING DISTANCE.

THANKS FOR KEEPING US SAFE

Check the 511 before you travel Wisconsin!

Stay Connected with FACTv

YOUR GUIDE TO FACTv

FACTv Advertising Services

- Reach new audiences through your local media station!
- Help us help you promote your business while helping FACTv!
- Check out our different options to energize your advertising plan!

Start advertising today! 608-270-4325 or visit our website www.Fitchburgwi.gov/FACTv

Stay Connected with FACTv

YOUR GUIDE TO FACTv

City of Fitchburg

Food Collection Site
Senior Center is a year-round drop-off site for the Badger Prairie & Allied Drive food pantries.

DRIVE SOBER OR GET PULLED OVER

Weekdays Live @ Noon **Talking Fitchburg** Reploys 6PM & 10PM

YOUR GUIDE TO FACTv

City of Fitchburg

4,100 WORK ZONE CRASHES IN WISCONSIN FROM TAILGATING

KEEP A SAFE DISTANCE

Slow down, be patient and #DriveLikeYouWorkHere

Weekdays Live @ Noon **Talking Fitchburg** Reploys 6PM & 10PM

YOUR GUIDE TO FACTv

City of Fitchburg

Solid Waste Rate Increase

Solid waste rates will increase from \$162 per household/year in 2019 to \$203 per household/year in 2020. This fee will appear as a special charge on your tax bill. The main reason for this rate jump is the City's new 2020-2024 Solid Waste Contract. Contact Claudia Guy at (608)-270-4262 with questions.

For questions or concerns regarding your water quality, pressure, usage, billing, etc. please call 608-270-4270.

Stay Connected with FACTv

Community Channel- F2

The Community Channel F2 is where you will find all of our regular programming. All shows created by FACTv, community producers, and all other non-government programs are aired on this channel. It is modeled on what you might see on any regular television channel complete with commercial breaks. We use our commercial time to play public service announcements, community information, and FACTv promotions. This channel has evolved through the years to provide our residents with the best local information.

750 Total first show runs

Promos & commercials

Daily promos- 20.5 min per day, 81 promos per day, 380 promos per week

Average week total: 569 promos

Yearly total: 29,600 promos



Current Shows Airing on Community Channel- F2

FACTv Produced Shows:

Talking Fitchburg

Fitchburg Morning

PM Fitchburg

Spanish News

Inside Business

Learning Annex 2.0

Fitchburg Senior Center-

Senior Aerobics

Fitchburg Senior Center-

Functional Fitness

Fitchburg Chamber

Business Before Nine

Game of the Week

Fitchburg Public Library-

Story Time

Music Night

What's Happening at the

Fitchburg Senior Center

FACTv Past Show Re-

Runs

Locally Produced Community Shows:

Local Perspective

Conversation Shop

Still Standing

Capital City Band



Fitchburg Access Community Television- FACTv

What's Happening at the Fitchburg Senior Center
Total shows: 41
Total runs: 6766



Fitchburg Morning & PM Fitchburg

In late January we debuted a new show called *Fitchburg Morning* to fill several different programming needs. During this show we provide news updates at the top and bottom of the hour. The rest of the show is dedicated to *Talking Fitchburg Rewind*; some of our recent stories that we have produced and aired during *Talking Fitchburg*. This again allows us to pass along the most recent information out to the Fitchburg's residents. Our theory is simple; we don't expect residents to tune in for this show every day; rather when they tune in they will learn something new or what's going on in their community. This show airs from 9am to 12pm Monday through Friday.

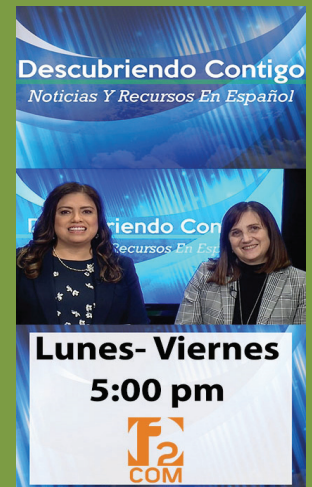
PM Fitchburg was launched in late June and employs the same format as *Fitchburg Morning*. We film a new newscast that airs at the top and bottom of the hour during the show which airs weekdays 2pm to 5pm. Both shows feature Common Council Recap, *EMS in 60 Seconds*, This Week's Government Meetings, *What's Happening at the Fitchburg Senior Center* and several segments produced in conjunction with the Fitchburg Chamber.

	
9:00AM to 12:00PM Monday-Friday	2:00PM to 5:00PM Monday-Friday

 <p>Jeremy Crosby jeremy.crosby@fitchburgwi.gov</p> <p>Talking Fitchburg</p>	 <p>Jeremy Crosby jeremy.crosby@fitchburgwi.gov</p> <p>Talking Fitchburg</p>
---	--

Spanish News- *Descubriendo Contigo*

We have long wanted to embrace our Hispanic Community. This goal was achieved with *Descubriendo Contigo- Noticias Y Recursos En Espanol*: (translation: Discovering With You- News and Resources in Spanish). With the help of our three volunteer hosts, a husband & wife willing to offer up their own studio space for free, and the use of previously produced stories from *Talking Fitchburg*, we kicked off our first Spanish newscast this past summer.



Fitchburg Access Community Television- FACTv

TF 2019 Stats

Monthly Show Totals

January: 22
 February: 20
 March: 21
 April: 22
 May: 23
 June: 20
 July: 23
 August: 22
 September: 21
 October: 23
 November: 21
 December: 18
 -Total: 256 shows
 -TF runs (M-F): 288
 -Daily promo runs: 6127

Talking Fitchburg Rewind

-Total TFR's created: 146
 -Total runs- 1359

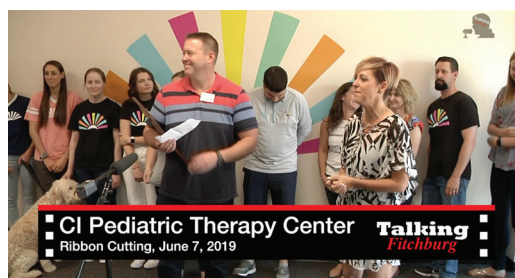
Monthly Guests

-Fitchburg Senior Center
 -Fitchburg Recreation Department
 -Fitchburg Public Library
 -Fitchburg Fire Department
 -Fitchburg Police Department
 -Fitch-Rona EMS
 -Independent Living
 -Fitchburg Historical Society
 -Department of Agriculture, Trade, Customer Protection- DATCP



Talking Fitchburg

Talking Fitchburg is a 30-minute daily newcast promoting what's happening in the city of Fitchburg. This show was created in 2016 as a better way to reach the residents of Fitchburg. As PEG stations like ours change, we can still provide access in new way through local news. Our community has so many different things go on everyday and we have the oppertunity to share it through *Talking Fitchburg*. Everything that we do here at FACTv passes through *Talking Fitchburg* model and helps not only drive content but keeps us pushing out new content every day!



Talking Fitchburg

City of Fitchburg's Daily Local News

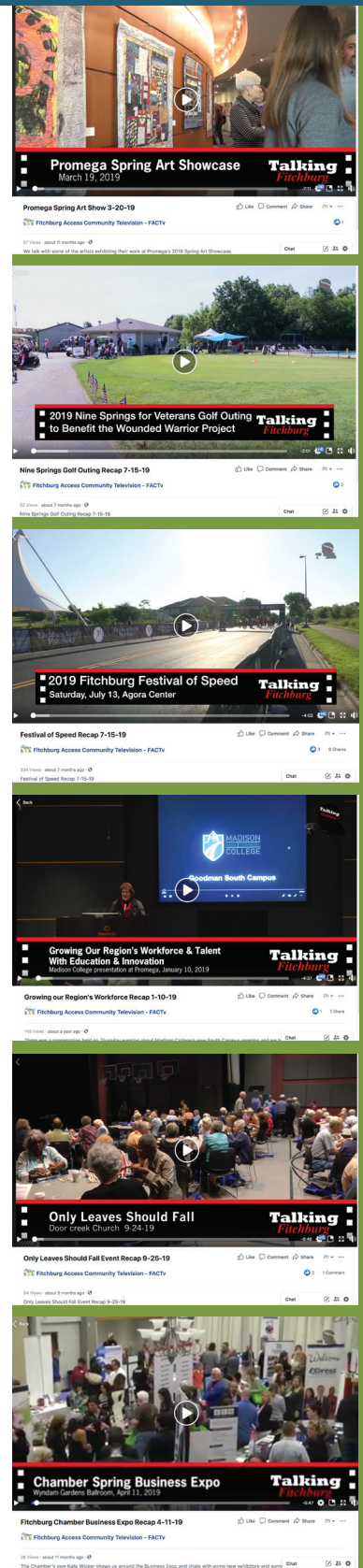
- City Wide Local News Stories
- Upcoming Events
- Education Updates- Verona, Madison, Oregon School Districts
- County News
- State News
- Guests from City Departments
- Visits from Elected Officials
- Local Businesses
- Fitchburg Chamber
- Other Fun Guests
- Helpful Tips- Safety, Health, & More!



All these shows add up to 3 newscasts per day with a total of 7.5 hours of news and information about our community Monday through Friday!



Talking Fitchburg serves many different avenues for FACTv. Our goal is to provide all-around access to what's happening in the community through this show.



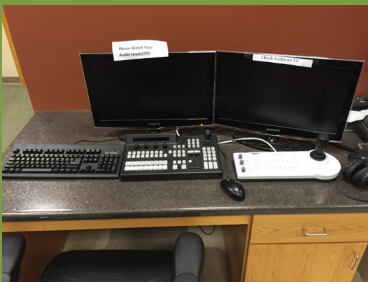
Fitchburg Access Community Television- FACTv

Meetings Totals

-Total meetings covered:
265 meetings

-Average run length:
1:05:20

-Total runs: 6405



Government Channel F3

Our government meeting coverage is second to none! While there were fewer meetings to cover this year, we still captured the meetings and rebroadcasted them for everyone to see.

2019 Meeting Coverage Information

CEDA

Total Shows: 9
Average Show Length: 1:45:40
Total Runs: 257

Common Council

Total Shows: 25
Average Show Length: 1:47:59
Total Runs: 590

Public Safety & Human Services

Total Shows: 37
Average Show Length: 9:27
Total Runs: 499

Finance

Total Shows: 26
Average Show Length: 48:51
Total Runs: 649

Plan Commission

Total Shows: 14
Average Show Length: 2:37:47
Total Runs: 412

Board of Public Works

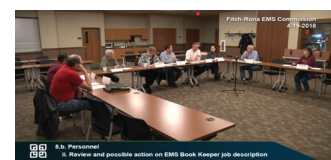
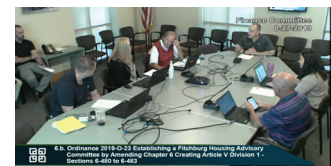
Total Shows: 23
Average Show Length: 40:33
Total Runs: 563

Other City Meetings

Total Shows: 35
Average Show Length: 53:21
Total Runs: 728

EMS Commission

Total Shows: 9
Average Show Length: 58:50
Total Runs: 207



Government Channel F3

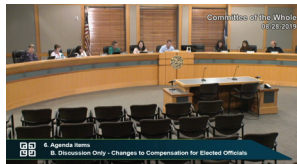
Police & Fire Commission

Total Shows: 13
Average Show Length: 46:07
Total Runs: 316



Committee of the Whole

Total Shows: 9
Average Show Length: 1:35:04
Total Runs: 251



Commission on Aging Well

Total Shows: 10
Average Show Length: 56:16
Total Runs: 228



Municipal Court & Trial Court

Total Shows: 12
Average Show Length: 45:41
Total Runs: 245



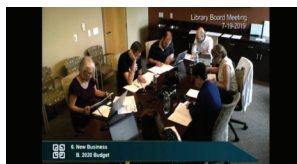
Parks Commission

Total Shows: 11
Average Show Length: 1:33:53
Total Runs: 285



Library Board

Total Shows: 12
Average Show Length: 35:45
Total Runs: 259



Agricultural and Rural Affairs

Total Shows: 6
Average Show Length: 1:04:35
Total Runs: 126



Resource Conservation Commission

Total Shows: 9
Average Show Length: 2:19:40
Total Runs: 175



Transportation and Transit

Total Shows: 2
Average Show Length: 1:02:19
Total Runs: 41



City Meetings Covered by FACTv

- Agriculture and Rural Affairs Committee
- Bicycle Committee*
- Board of Public Works
- Board of Review
- Commission on Aging Well
- Committee of the Whole
- Common Council
- Community & Economic Development Authority
- EMS Commission
- Finance Committee
- Healthy Neighborhoods Grant Review Committee
- Landmarks Preservation Commission
- Library Board
- Mobile Home Commission
- Parks Commission
- Personnel Committee
- Plan Commission
- Police & Fire Commission
- Public Safety & Human Services Committee
- Resource Conservation Commission
- Transportation & Transit Commission
- Tree Advisory Committee
- Zoning Board of Appeals
- Other Public Meetings



Fitchburg Access Community Television- FACTv



Other Community Partners

Verona Road Business Coalition

VRBC Annual Meeting

VRBC Annual Meeting video

Thank you video for Roads Open Event

VRBC Jingle & Mingle recap 2019 12-9-19

VRBC Jingle & Mingle preview 12-4-19

VRBC Preview Roads Open event 9-27-19

VRBC Upcoming events 8-14-19

VRBC Preview Annual Meeting interview 2-4-19

Construction Updates:

WisDot Preview Verona Road Opening 11-8-19

Roads Open Event (Ribbon Cutting) 10-2-19

WisDot- Bridge girder work update 8-6-19

WisDot- Williamsburg Way bridge update 7-9-19

WisDot- Traffic shift 4-19-19

WisDot Quarterly updates

Open House update 3-22-19

Open House update 6-21-19

Open House update 9-19-19

Open House update 12-13-19

35 Weekly construction updates on *Talking Fitchburg*



Verona Area School District

Prep football- 8/23/19

Prep football- 9/6/19

Prep football- 9/13/19

Prep basketball- 12/20/19

Verona Area High School Groundbreaking

VAHS Graduation 6-9-19

Talking Fitchburg interview VASD New School Boundaries

2 public information meeting on boundaries- English & Spanish

Verona School Board Meeting off-site at Country View Elementary School

Welcome to the Verona Area School District- Spanish (Paid production)

Retiring teachers benefits presentation (Paid production)

25 Year Teacher Recognition video (Paid production)

Teacher Recruitment (Paid production)

Back to School message (Paid production)

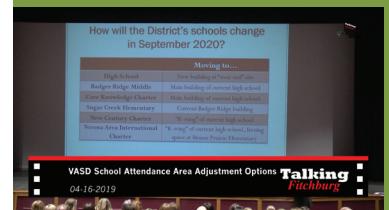
Holiday Greeting (Paid production)

Oregon School District

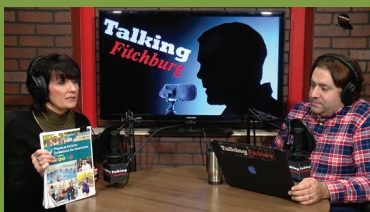
Oregon Elementary School groundbreaking- 6/6/19

Madison Metropolitan School District

Prep football Madison West- 8/30/19



Fitchburg Access Community Television- FACTv



Independent Living

Independent Living (*Talking Fitchburg* Guest Segment):

1-15-19 How to avoid falls during winter

2-12-19 Successful home modification

3-12-19 Evening Meals on Wheels

4-11-19 Caregiver care

5-14-19 Home modifications

6-11-19 Make a home dementia friendly

7-9-19 Home modification tips

8-13-19 Outdoor home modification

9-10-19 Staying in your home research study

10-15-19 Inside look at the Evening Meals on Wheels program

11-12-19 Importance of our wellness

12-11-19 Making a memory book



FACTv Staff

Our staff is what makes FACTv! We are very fortunate to have a staff that has stuck together for so many years. Their hard work and commitment to serving the community has helped our department grow and have another successful year. The FACTv work ethos is summed up in the question, "how can we do this better than we did before?"

Jeremy Crosby- Community Media Services Manager

Date of hire: 2/2010

Full-time position

Scott Yarbrough- Community Media Services Assistant Manager

Date of hire: 6/2017

Full-time position

Andrew Bamlett- Production Assistant

Date of hire: 7/2013

Full-time position

Preston Schmit- Cable Op 3 Assistant

Date of hire: 2/2011

June 9th ,2014 went from a Cable Op 2 to a Cable Op 3 Assistant

Part-time position

*Preston resigned his position in November 2019

Chad Cole- Cable Op 2

Date of hire 8/2011

Part-time position



City of Fitchburg Department Services



City of Fitchburg Department Projects

One of our many roles here at FACTv includes helping all departments with their multimedia needs. We are able to assist with video projects, photography, website design, graphic design, and AV support as needed. Below are some of the many projects we worked on this past year:

Assessing Department

Talking Fitchburg- Open Book Session Information

Recording Board of Review

Building Inspection

Equipment Checkout

Finance Department

Achievement for Excellence in Financial Reporting

Property tax breakdown

Property tax Information

Human Resources Department

Talking Fitchburg Segments

2019 Employee slideshow video

City staff group photo

Police recruitment interview on *Descubriendo Contigo*



Fitchburg Senior Center

What's Happening at the Fitchburg Senior Center

Talking Fitchburg monthly updates

FSC 40 Year Celebration slideshow

FSC 40 Year Celebration coverage

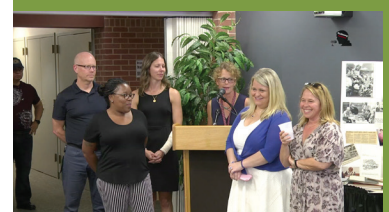
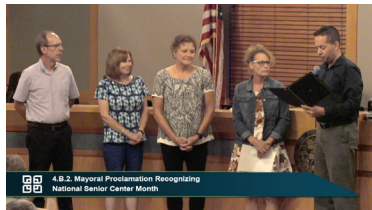
30 Minute special- 40 Year Celebration

One week of *Talking Fitchburg* live from the FSC for the 40th Celebration

Coverage of Pancake Breakfast

Older Americans Month celebration

Veterans Day recognition ceremony



City of Fitchburg Department Services



Economic Development

Annual CEDA Business Luncheon video

AV ordering/ setup/ breakdown of CEDA Business Luncheon

Business Walk preview- TF

Growing Our Regions Workforce presentation 1-10-19

Jackson Hewitt ribbon cutting 1-4-19

Ribbon Cutting at Touch of Pilates and TaylorMade Body 1-15-19

Lioness Fitness ribbon cutting 3-8-19

E.J. Plesko Senior Housing Facility groundbreaking

Redeemer City Church ribbon cutting 4-10-19

Fitchburg Chamber Business Expo 4-11-19

Madison Region Economic Development & Diversity Summit

Memorial Day observance

Memorial Day AV setup

Oregon Elementary School groundbreaking

Promega Component Manufacturing Center groundbreaking 6-7-19



Economic Development

Festival of Speed coverage

Certco Fleet Maintenance Facility groundbreaking

Cosa Boutique ribbon cutting

Hop Haus Groundbreaking 9-23-19

Madison College South Campus grand opening

Open Roads Ahead- Verona Road ribbon cutting

Phoenix grand opening ceremony

Terravessa groundbreaking

Mariposa Learning Center groundbreaking

Press conference to improve public safety on Highway MM

UW Credit Union ribbon cutting

CI Pediatric Therapy Center ribbon cutting 6-10-19

Race Day Events groundbreaking



Recreation Department

Talking Fitchburg monthly updates

Daddy Daughter Dance photo station

Children's Holiday Party

Dance recitals

Game of the Week

Pack 'N' the Park



City of Fitchburg Department Services



Public Works

Fitchrona Road construction updates

E Cheryl Parkway road construction updates

Snow removal preparation

Various snow removal stories

Fish Hatchery Road PIM meeting coverage

Annual Waterway Cleanup

Annual Spring Recycling Day at City Hall

McKee Road Open House meeting

Seminole Hwy. Path meeting preview - *Talking Fitchburg*

Planning Department

Comp Plan Video

Comp Plan meeting coverage

Comp Plan meeting audio-visual

Fitch-Rona EMS

Talking Fitchburg monthly updates

EMS in 60 Seconds

Automatic CPR machine story



Hands Only
CPR

Fitchburg Fire Department

Cooking with Fire

Fire Association 9-pin Tap bowling tournament

Talking Fitchburg monthly updates

FFD pinning ceremony

FFD intern program video

FFD grain bin rescue training

911 Memorial coverage

Dane County Fire Chiefs Fire Truck parade

FFD READY program

FFD #3 Uncoupling ceremony

Help FFD with clearing snow from fire hydrants

Cold weather safety tips

Discussion with City of Fitchburg emergency management

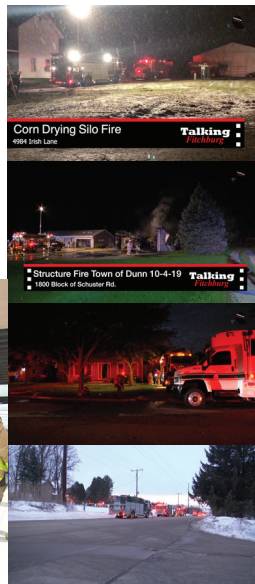
Yoga for firefighters

FFD technical rescue 3-19-19

FFD Honor Guard story

Firefighter Andy Brandle retirement

FFD technical rescue 5-21-19



City of Fitchburg Department Services

Fitchburg Police Department

Talking Fitchburg monthly updates

Back-to-School Shop-with-a-Cop

Community Night Out coverage

Live show from Community Night Out

FPD Latino Youth Academy

Deputy Chief Don Bates retirement coverage

2019 Street & Park Improvements Meeting preview

FPD Annual Awards ceremony

Halloween Ride-along

Community Conversation 11-6-19



Fitchburg Public Library

Great Halloween Hunt preview video

Great Halloween Hunt – free photo area

Great Halloween Hunt coverage

Summer Reading Program promo

Touch-a-Truck coverage

Talking Fitchburg live from Touch-a-Truck

Crafts with Kelly features

New Discovery Tables at the FPL



FACTv Continuing Coverage

FACTv is ever-evolving. Since 2010, we have spent many years repairing & building our infrastructure, developing our capabilities, creating content, and serving our city departments... all to serve the residents of Fitchburg in the best and most efficient way possible. Our planning has always been fluid enough to meet our challenges now and into the future.

It all about the services! We have been covering our community events from groundbreakings to community concerts to government meetings to community classes and we are still developing new content! We have been a valuable resource for our community throughout the years. Our core principle is to provide access for our community through media. In our early years, our community members played a big role in helping create content for our community channels. That has evolved into our staff covering events and creating content so our residents will always have access to their city government, news, and events.

Our staff is committed to staying on the front line of new technology; new ways to present our content and share stories with the community, and be a partner in the ongoing access to everything Fitchburg. We achieve this by delivering our content to many different platforms to allow all to have access to our coverage. It's done by using *Talking Fitchburg* - our daily newscast and programming centerpiece - to share what's happening in our community. Finally, we help all city departments with their projects that will help our residents understand and learn more about the workings their government. We do this and so much more to bring access to our community every single day!



Future Work Plan

- Future funding for FACTv
- Upgrades to Studio #1
- Video switcher downsizing plan
- Archiving plan
- Full network based system connectivity throughout the city campus
- Increase local sports coverage
- Development of Spanish news & other programming
- Grow Verona Area School District partnership
- Continue to develop community access through our airwaves

FACTv Facility & Equipment

